

Global Public Relations Platform Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GA87C5C40C0BEN.html>

Date: July 2026

Pages: 211

Price: US\$ 3,660.00 (Single User License)

ID: GA87C5C40C0BEN

Abstracts

The global Public Relations Platform market size is predicted to grow from US\$ 12733 million in 2025 to US\$ 27383 million in 2032; it is expected to grow at a CAGR of 11.6% from 2026 to 2032.

A Public Relations (PR) Platform is an integrated, end-to-end digital system built for PR practitioners, brands, agencies and organizations. It unifies media resource management, content distribution, omnichannel monitoring, public opinion analysis, campaign operation and data reporting on one single platform. Unlike standalone PR tools, it supports full PR lifecycle workflows, multi-team collaboration, permission governance and system interconnection, helping users manage brand communication, media relations, reputation maintenance and crisis response in a centralized manner.

United States market for Public Relations Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Public Relations Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Public Relations Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Public Relations Platform players cover Cision, Meltwater, Muck Rack, Sprinklr, Brandwatch, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?Public Relations Platform Industry

Forecast? looks at past sales and reviews total world Public Relations Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected Public Relations Platform sales for 2026 through 2032. With Public Relations Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Public Relations Platform industry.

This Insight Report provides a comprehensive analysis of the global Public Relations Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Public Relations Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Public Relations Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Public Relations Platform and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Public Relations Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of Public Relations Platform market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-Based

On-premise

Hybrid

Segmentation by Target User Group & Operation Entity:

Enterprise In-house PR Platform

PR Agency Service Platform

Media & Journalist Service Platform

Government & Public Institution Platform

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Cision

Meltwater

Muck Rack

Sprinklr

Brandwatch

Talkwalker

Onclusive

Notified

Business Wire

PR Newswire

Dow Jones Factiva

LexisNexis Nexis Newsdesk

Agility PR Solutions

Critical Mention

Prowly

Semrush

Prezly

Mynewsdesk

Presspage

pr.co

Brand24

Mention

CARMA

Isentia

TV Eyes

BuzzSumo

BuzzStream

NewsWhip

Burrelles

CoverageBook

PRophet

Propel

Launchmetrics

Releasd

Ninja Outreach

Ahrefs

Hunter.io

Mixmax

Anewstip

AnswerThePublic

Google Trends

Wisers

GSData

PR Times

ValuePress

Korea Newswire

Screeners.com

FollowUpThen

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